

Claims:

What is claimed is:

1. A method for surveying customers having data in computer readable files including an email address for each customer to be surveyed, the method comprising the steps of:
  - a) placing in a customer database, a list of customers to be surveyed with associated email addresses from said computer readable files;
  - b) sending a survey form to an internet server;
  - c) sending an email to each customer in the customer list, each email including customer identification and a link to said customer database via said internet server;
  - d) at least one customer responding to said survey by establishing the link in the respective email to link said one customer to said internet server, said link including said customer identification information, said at least one customer completing said survey and saving said completed survey on said internet server; and
  - e) transmitting said completed survey and said customer identification from said internet server to said customer database wherein said completed survey and associated customer identification may be analyzed.
2. The method of claim 1 wherein step c includes establishing a unique Universal Resource Locator (URL) for each customer to be surveyed, and including such a respective unique URL in each customer email, and wherein step d includes said at least one customer establishing a link to the respective unique URL for that at least one customer.
3. The method of claim 1 wherein step d further comprises blocking said at least one customer from using the respective link after the completed survey is saved.
4. The method of claim 1 wherein a firewall is established between said customer database and said internet server, and wherein step b comprises propagating said survey from said customer database through said firewall to said internet server.

5. The method of claim 4 wherein step e comprises propagating said completed survey and customer information through said firewall from said internet server to a depositor replica accessible by an application on the customer database side of the firewall.
6. The method of claim 5 wherein said application accesses said depositor replica and analyzes said completed survey and said customer information to prepare reports, and stores said completed survey, customer information, and reports on said customer database.
7. A computer program product comprising a computer usable medium having computer readable program code means therein for surveying customers having data in computer readable files including an email address for each customer to be surveyed, said computer readable program code means in said computer program product comprising:
  - a) computer readable program code means for placing in a customer database, a list of customers to be surveyed with associated email addresses from said computer readable files;
  - b) computer readable program code means for sending a survey form to an internet server;
  - c) computer readable program code means for sending an email to each customer in the customer list, each email including customer identification and a link to said customer database via said internet server; and
  - d) computer readable program code means for analyzing said completed survey and customer information received from said internet server after the completed survey and customer information is saved by at least one customer responding to said survey by establishing the link in the respective email to link said one customer to said internet server, said link including said customer identification information.
8. The program product of claim 7 wherein c includes computer readable program code means for establishing a unique Universal Resource Locator (URL) for each customer to be surveyed, and including such a respective unique URL in each customer email whereby said at least one customer may establish a link to the respective unique URL for that at least one customer.

9. The program product of claim 7 further comprising computer readable program code means for blocking said at least one customer from using the respective link after the completed survey is saved.

10. The program product of claim 7 wherein a firewall is established between said customer database and said internet server, and said program product comprises computer readable program code means for propagating said survey from said customer database through said firewall to said internet server.

11. The program product of claim 10 further comprising computer readable program code means for propagating said completed survey and customer information through said firewall from said internet server to a depositor replica accessible by an application on the customer database side of the firewall.

12. The program product of claim 11 further comprising computer readable program code means for accessing said depositor replica and analyzing said completed survey and said customer information to prepare reports, and store said completed survey, customer information, and reports on said customer database.

13. A system for surveying customers having data in computer readable files including an email address for each customer to be surveyed, the system comprising:

means for placing in a customer database, a list of customers to be surveyed with associated email addresses from said computer readable files;

means for sending a survey form to an internet server;

means for sending an email to each customer in the customer list, each email including customer identification and a link to said customer database via said internet server;

means for at least one customer responding to said survey by establishing the link in the respective email to link said one customer to said internet server, said link including said customer identification information, said at least one customer completing said survey and saving said completed survey on said internet server; and

means for transmitting said completed survey and said customer identification from said internet server to said customer database wherein said completed survey and associated customer identification may be analyzed.

14. The system of claim 13 further comprising means for establishing a unique Universal Resource Locator (URL) for each customer to be surveyed, and including such a respective unique URL in each customer email, and wherein said at least one customer establishes a link to the respective unique URL for that at least one customer.

15. The system of claim 13 further comprising means for blocking said at least one customer from using the respective link after the completed survey is saved.

16. The system of claim 13 further comprising a firewall between said customer database and said internet server, and comprising means for propagating said survey from said customer database through said firewall to said internet server.

17. The system of claim 16 further comprising an application on the customer database side of the firewall, a depositor replica on the customer database side of the firewall and accessible by said application, and means for propagating said completed survey and customer information through said firewall from said internet server to said depositor replica.

18. The system of claim 17 wherein said application includes means for accessing said depositor replica and analyzing said completed survey and said customer information to prepare reports, and for storing said completed survey, customer information, and reports on said customer database.

19. A system for surveying customers having data in computer readable files including an email address for each customer to be surveyed, the system comprising:

a customer database for storing a list of customers to be surveyed with associated email addresses taken from said computer readable files;

a survey tool which sends a survey form to an internet server;

said survey tool further sending an email to each customer in the customer list, each email including customer identification and a link to said customer database via said internet server; and

said survey tool further analyzing said completed survey and customer information received from said internet server after the completed survey and customer information is saved by at least one customer responding to said survey by establishing the link in the respective email to link said one customer to said internet server, said link including said customer identification information means for at least one customer responding to said survey by establishing the link in the respective email to link said one customer to said internet server.

20. The system of claim 19 wherein said survey tool further establishes a unique Universal Resource Locator (URL) for each customer to be surveyed, and includes such a respective unique URL in each customer email to be used by said at least one customer to establish a link to the respective unique URL for that at least one customer.

21. The system of claim 19 wherein said survey tool further blocks said at least one customer from using the respective link after the completed survey is saved.

22. The system of claim 19 further comprising a firewall between said customer database and said internet server, and said survey tool propagates said survey from said customer database through said firewall to said internet server.

23. The system of claim 22 further comprising a depositor replica on the customer database side of the firewall and accessible by said survey tool, said survey tool further propagates said completed survey and customer information through said firewall from said internet server to said depositor replica.

24. The system of claim 23 wherein said survey tool accesses said depositor replica and analyses said completed survey and said customer information to prepare reports, and stores said reports on said customer database